

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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Christmas Card Buying and Mailing is ripe in the Valley of the Moon

Well, it happened—almost. Last week's Moonbeams had not a single typographical error. We could have arranged several items and ads a little bit better, but actually it was almost perfect. Likely this week we'll have a lot of 'em, kinda evening things up.

TOYLAND'S OPEN at BOYES VARIETY STORE. Largest stocks of giftware we've ever had. It's a One-Stop Gift Headquarters.

All right, we won't mention a thing about Michigan State till the week after New Year's, when undoubtedly State will trim UCLA by about a 21-7 score. We also have won a bet that the game will not be played on January 1. The date is Monday, Jan. 2.

MAC DONALD JEWELERS, Sonoma. Quality name brands in jewelry of all types, watches, bands, electric shavers. See us first.

It should be about time to start egging on a state senator and an assemblyman to get busy and get approval for a state park in the Valley, preferably close to the Jack London estate and certainly to be called "Jack London State park." Write State Senator Abshire and Assemblyman McCollister, and let's see if some action might not be secured on a long-overdue recognition of a great author.

SEAFOOD — Wholesale and Retail — SAM FRISCIA, Craig Ave. off Arnold Drive. Fresh Crabs, prawns, fish, abalone, filets.

In Collier's, Bennett Cerf has published his list of the 10 funniest stories of the year. Here's his No. 9:

Historians finally have discovered what Lord Godiva said to Lady Godiva when she returned from her famous ride. As she walked in he was waiting at the door of his castle in a towering rage. "Where the reck have you been?" he shouted. "Your horse got home two hours ago."

VALLEY OF THE MOON CIGARS. Finest Christmas gift for men. Made in the Valley. Phone WE 8-4158. Also at your dealer's.

Guess we've been pretty lucky. 'Way out here in the wilds of California, starving to death with nothing to eat but crabs, steaks, sweet-breads, prawns, mushrooms and things like that. This week at a club meeting we got the prize gift, in a box labeled "Sheer Nylon Lingerie" or something like that. Inside were two of the biggest and thickest steaks you ever saw, Frank Burmis the supplier. And just Wednesday we got a cooked crab (big one) from Sam Friscia, "on the house" because of a little story we wrote about his seafood business some weeks ago. Makes everything seem holidayish ahead of time.

LITTLE SWITZERLAND, El Verano. Old-world atmosphere. Dancing Saturday nights, Sunday afternoons. Well worth visiting.

And speaking of crabs: People in the midwest with very few exceptions never saw one, let alone eat one. And Mrs. Sam told us she'd never tasted a fresh water catfish, esteemed by gourmets as the finest-eating of all fish.

SONOMA FURNITURE MART, South Broadway. Free Tickets with every purchase. Four prizes per month. Quality Furniture.

You know we've never had so much fun nor felt so free in the field of journalism as we have since starting Moonbeams. Of course some discretion must be used, but actually we're able to say just about anything we want to and nobody can tell us what to do. This leads to complications, sometimes, when we state our side of some controversial question, but that's where a big part of the fun comes in. We just hope some of those who disagree with us will snap right back, and from all the pros and cons maybe some good can come of it. On the other hand we find many readers who do agree with us, and that helps to make the weekly effort seem very much worth while.

GEORGE'S MEATS (Boyes Food Center) offers you the finest, always. Try our steaks and chops. Poultry too. Delicatessen.

LARSON'S LIQUOR & SPORTING GOODS

Fine selection of gifts for men. Christmassy bottles.

One question we hoped would stir up a lot of controversy is the one that no one well up in educational circles has seen fit to answer: "With all the hue and cry for more school buildings to meet increased enrollment, exactly why aren't the present school plants used to capacity?" That means keeping the schools open 12 months a year and certainly more hours per day. Come on, some of you members of the unofficial lobby for more school buildings, please answer us that!

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Real estate headquarters — sales or rentals — WOODS-FRANQUE-LIN CO., Boyes Springs Branch. Fast service. Personal attention. RUSTIC INN, Glen Ellen, with authentic and historic western air, should be on your list. GUNNER & RUTH in charge.

Maybe you've never heard this (one of Cerf's), about an indolent zillionaire in Houston, Texas, who didn't bother to enter the house when the temperature hit 100 degrees. He just air-conditioned the streets. He had added so many wings to that house, incidentally, that every winter it flew to Florida. Not long ago he drove up north in his sixth best convertible and was astounded when asked to pay a 50 cent toll at the George Washington bridge. "Son," he informed the attendant. "I never carry any less than a \$500 bill. How much do you want for the bridge?"

OUR RESORT, El Verano (run by Melina and Harvey) is "something different." Finest in liquid refreshments. Draft beer.

For Christmas, give cigars, pipes, cigarets. Best place to get 'em? BOB'S CIGAR STORE, Sonoma, of course. Real tobacconists!

Once we belonged to the typographical union and were proud of it (then). But things have changed. 'Way back, if there was a dispute on wages or working conditions, the matter went to a board of arbitration, its decisions were accepted by both sides, and work continued without a break. But not now. It's "come across or else."

But it was a craft union, members all being skilled in the trade, with interests common to all. We'd hate it if we were still a member and were forced to merge with the CIO outfit, which is organized on a plant basis, and which in our opinion is officered by so radical a group we certainly wouldn't be a member or pay dues, no matter what the penalty.

ROZARIO'S PALMS INN, Verano. Favorite banquet and dinner resort. Cocktail bar. Snack bar. Bring your guests here.

We Americans seem to have an excess of everything except parking space and religion. VALLEY WATCH REPAIR, Boyes.

Ads in this metropolitan and literary periodical are about the cheapest in newspaperdom. The cost is less than 1/10 of a cent per family reached. Breaking this down further, it's about 1/40 of a cent per reader. Could you send out a postcard for that money? Or a letter, print handbills, or buy time on radio or television?

RUGGLES VARIETY STORE, Sonoma. Sensational values in Christmas merchandise in all lines. Splendid card selection.

THE DRIVE-IN (formerly Merry's, Boyes), now under new management. Open 24 hours a day. The food and coffee are wonderful.

One of the cleverest real estate ads we've ever read appeared in a Santa Rosa paper last Sunday, the advertiser being the Sol Becker company of Boyes Hot Springs. If it was original with the company,

somebody in the organization is a genius as an advertising man. Dig up a PD and read it (back page, first section).

Order Now! From The ADOBE DRUG Your Christmas Cards
417 First Street West SONOMA Phone WE 8-2971

Time you got busy on your Christmas shopping, for gifts, cards, etc. Honestly it'll pay you to buy at your local stores rather than go traipsing over to some of the nearby larger cities. Stocks at home are just as varied if perhaps not quite so large, and in many cases prices locally are even lower than in the larger cities. Overhead is lower out here, parking is easier, service is faster and friendlier. Too, you get a chance to walk away with a coupla savings bonds—a \$100 and a \$50, given by enterprising Boyes Hot Springs merchants. Try buying at home this year. You'll not regret it.

SOL D. BECKER SELLS REAL ESTATE—
Every Once in Awhile

EL DORADO HOTEL in Sonoma is noted for its fine Italian diners, its old-time atmosphere. **JOHNNIE MERLO** on duty

At long last, it looks like we've been converted into something of a boxing fan. Gave up with the wrestlers several years ago, and back then we seldom looked at a fight unless it was a championship heavyweight fracas. Still don't care much about looking at the smaller fighters of whom we've never heard, but some of the "name" fighters aren't too bad. Zero in our TV sports contests are the bowling tourneys. Can you think of anything duller?

VALLEY DRUG STORE, Boyes, is your best headquarters for Christmas gifts. Cards. Varied stocks, in quantity, right now.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

News Item (yes we do have some once in a while): Fields' Union service station has installed a machine which diagnoses front-end alignment on autos. Cost some real money, but does a wonderful job, and Fields says he's getting an increasing amount of work for the machine.

MIKE & ROSE'S BOYES SPRINGS MARKET, for those luscious steaks you've heard about. A complete market. Many Specials.

B & L LAUNDROMAT, Fetters, is a lifesaver in this snappy weather. Bring in your laundry, have it all done in a half hour.

Just how the mint julep came to be regarded as the particular property of white-mustachioed "Kaintucky cunnels" is a matter of some dispute. Latest explanation has it that a senator from Tennessee, en route to Washington on horseback years ago, put up for the night at a plantation near Harrodsburg, Ky. He was offered some home-made bourbon, served neat in a water glass.

PLAZA BARBER SHOP (Bud Thompson), next to Mendel's, will please you with splendid workmanship, latest styling.

"Ridiculous," exclaimed the Tennessean. "Do you mean to tell me that the distinguished citizens of Kentucky have not yet become acquainted with the delights of the julep?" He forthwith dispatched a squad of flunkies to pick a quantity of mint from the bank of a nearby stream, and proceeded to whip up an excellent libation.

This was in April. When the senator retraced his path homeward in October, he learned the master of the stately plantation was, alas, deceased. An old, half-blind major-domo lost no time in explaining whose fault it was.

"No, suh," he sighed. "The co'nel ain't heah no mo'. He took to his bed right after some no-account gen'man from Tennessee teached him to put grass in his whisky, an' just plain drunk hisself to death."

POWDER BOX BEAUTY SHOP now on Arnold drive next to Ellis Service. All new equipment. Same good service. "MAC" BOM.

SONOMA GROVE, Hiway 12 south of Boyes. Finest Italian meals. Finest steaks. Finest cocktails. You'll like everything!

Emmett Danieli of El Verano got mad (all pretense) at us over an item we ran last week. We mentioned names of several men who might make good honorary mayors, and concluded: "Can you think of any good men for the position?" Emmett says we should have inserted the word "other" before "good men." Point well taken!

SONOMA GOLF & COUNTRY CLUB is the show place of the Valley. Bring your guests here for breakfast, lunch, dinner. Cocktails. **FIELDS UNION SERVICE**, Main Corner, Boyes. Union Oil products. Experienced mechanic on duty. Guaranteed service.

The NCAA nationally televised football games this past season haven't been as well selected as many fans would have liked, but the "big boys" in solemn conclave have decided that it was all good and plan to continue with more of the same next year. A wave of protest is due, and will be heard all over the land. Some Saturdays went by with not a good game in reach, and anyway who much cares whether Slippery Rock or Okmulgee wins? Let's hear you holler!

BOYES SPRINGS FOOD CENTER. A complete market. Large stocks of groceries and meats. Take-out License. Fast service.

PAUL'S OLD RANCHERO, Verano. Paul at the organ every night. You can dance, too. Authentically western. Cocktails. Dinners.

Can't seem to get much perturbed at the plight of the poor farmer. While his income may be down slightly, his acres are worth more than ever before. If he gets less for a bushel of wheat, he has produced many more bushels per acre than ever before, with less work too. And while other producers have adjusted their output since the war inflation period, most farmers haven't.

Farming is more a way of life than an industrial operation. Family farms, that is. He seldom wants for something to eat and wear and heat and shelter are right there. That's more than can be said for a lot of small businessmen, who have no subsidies or "price supports." We'd like the government to guarantee us so many inches of advertising per issue or per year.

The big landholders, certainly, like the government handouts, but the ordinary independent farmer cares little about them. The biggest of them all, the Farm Bureau, is solidly behind the administration's flexible support program, though some of the left-wing farm organizations are demanding a full 90 per cent of parity. This "parity" business is on the phoney side, too. Nobody's ever actually defined the term.

CHRYSTAL'S SMART SHOP, Plaza Center Bldg., Boyes Springs
Smart Apparel for Women Hosiery Lingerie Gifts

DENNY'S C O G CLUB gets more popular every day. Drop in and you'll discover the reason. It's friendly and congenial.

HERE'S DIET WHERE YOU CAN EAT AS MUCH AS YOU LIKE

If you have tried diets to reduce and found them a hardship, here is one to try. This one amazed many who first saw it demonstrated at clinical conferences in the New York City hospital recently.

The diet has nothing to do with counting calories or being hungry. You can eat as much as you want. Unless your physician advises otherwise in your particular case, the diet should consist almost entirely of meat. One-fourth of the meat should be fat.

With each meal you have a choice of any one of the following: Potatoes, boiled rice or fresh fruit. You can drink all the tea and coffee desired but without cream or sugar.

Drink three glasses of water between meals. Avoid alcohol in any form and salt.

After you have reached the proper weight you can test departures from the diet, provided you weigh yourself nude every morning to avoid putting on an extra pound.

SONOMA MISSION INN, Boyes Springs. Splendid setting for banquets or for your out-of-town guests. Splendid food.

EL VERANO LUMBER & HARDWARE. Pittsburgh Paints. Complete stocks of Building Materials and Hardware. Ph. WE 8-2289.

Six years ago (Sunday, Dec. 4), Hanna Center for Boys, on Arnold drive near Boyes Hot Springs, was dedicated at ceremonies attended by more than 10,000 persons. Prominent in the dedication ceremony were the then Governor Earl Warren (now supreme court chief justice), Bishop Fulton J. Shein, a topflight movie star and many church dignitaries.

Friends of the center are extended a cordial invitation by the director, Rt. Rev. William L. O'Connor, to visit the center next Sunday and attend chapel services and look over the entire home, a modern and well planned home for more than 100 grateful youngsters, who might well have become problems of society. The boys are of all races and creeds, most of them coming from broken homes.

STEAKS, CHOPS, RIBS, CHICKEN. Barbecued to your order.

It's a splendid place to bring your guests. **FIRESIDE LODGE.**

GALLO'S CHEVRON SERVICE. Agency for Plymouth and DeSoto cars. Good used cars, too. Mechanic on duty every day.

TAKE IT EASY, SAYS PITKIN

Mr. Pitkin, author of "Life Begins at Forty," says: In this atomic age, at the gray dawn of one world, patience is more useful than ever before. It is the supreme modern virtue. Those who practice it succeed and grow happy. Those who flout it come to early grief.

Life grows more and more complex. We have to deal with more and more people and things in planning our affairs. But that's an added reason why we should learn to relax and take time out for quiet thinking. This is a high-speed age, with many choices; but the faster we move, the surer it is that haste makes waste.

So master patience more thoroughly than ever before. Teach the young to be patient. Then we shall have around us fewer failures and fewer frustrated souls who have overlooked the best experience of life in their haste to win some short-lived and trifling pleasure.

'QUIETLY LUXURIOUS' means just that! The very best food and drinks, always. Bring your guests. **MENDEL'S CAFE**, Boyes.

RICHFIELD SERVICE in Boyes, Plaza corner. **BUD DELANEY** will serve you with the finest gas, oil, lubricants, tires, batteries.

NEW LICENSE PLATE SYSTEM FOR 1956

Flash from California Motorland: Three letters followed by three numbers will be on all the new California license plates issued for automobiles beginning with the 1956 registration renewal period in January. Under a new system adopted by the state department of Motor vehicles, plates will bear such combinations as AAA001, BER203, HMT678 and MPL890. Every plate will have six characters.

The use of this system will produce over 12 million different identification combinations for California's increasing motor vehicle registration, now more than 6 million. This total is far ahead of any other state and any country in the world.

The three-letter combinations run from AAA through AAB, AAC and so on; ABA, ABB and so on to AZZ, BAA, BAB, BAC and so on to ZAA, ending with ZZZ.

The letters I, O and Q are not used to avoid confusion with the numbers one, zero and two.

The possible combinations of the 23 letters used total 12,167. Each letter combination can be used 1000 times by combining it with three digits ranging from 000 to 999.

The system was carefully checked to remove objectionable words in the series of three-letter syllables, according to Paul Mason, director of the department of motor vehicles. After the department dropped obvious terms of this nature, arrangements were made to have the alphabetical combinations screened for suitability by language experts at the University of California. They eliminated some 400 syllables considered unsuitable, including innocent-looking combinations that would prove to be objectionable in foreign languages. The new license plates will not carry, for example, such syllables as BUG, BUM, GAG, JUG, LUG or RAT.

No assignment of special letter or number combinations will be possible, says the registrar of the department, anticipating requests of individuals for specific plates that carry their initials. He stressed that special assignments require costly reshuffling of huge inventories and the breaking up of number series important to issuance and filing procedure.

No combinations starting with initial letters beyond N or P in the alphabet will be issued during the 1956 renewal period since only the first part of the series will be needed for the number of plates to be issued.

Only private passenger automobiles will be issued the new letter-number plates. Trucks, trailers and cycles will have plates with the numbering system presently used.

Reduction in size to 6 by 12 inches is a major change in the re-designed plate. This is to conform to a program of states and automobile factories to standardize plates on a nation-wide basis for public convenience. Plate recesses, frames and holders are to be standardized for this new size.

DONOVAN at the **IRISH INN** serves corned beef at its finest, along with tasty sandwiches, lunches and dinners. Beer and wine.

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repair work of all kinds. Work guaranteed.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

POP & MOM MEDROS are your hosts at **BROADWAY CAFE**, Sonoma. Hillbilly dances every Saturday. Cafe in connection.

Go out and see **FRANK LYNCH**, local Valley real estate broker, at beautiful **PUEBLO PARK**, 2 blocks east of Sebastiani Winery in Sonoma. Nothing down to GIs, only closing costs. FHA and conventional financing to non-vets.